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ABSTRACT

Project Decision 2 was conceived and designed to assist high school students in making a career decision. To accomplish this, techniques and materials for use in career libraries throughout southwest Wisconsin were developed. The materials developed had special emphasis on agricultural careers for rural Wisconsin residents. An audiovisual tutorial approach was used in developing the materials to enable the students to view, listen, and analyze relevant and important data concerning career training and opportunities within the southwest Wisconsin vocational, technical, and adult education district. At the present time over 40 high school systems are utilizing the project materials on a daily basis. (Author/VA)

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ED113593

FINAL REPORT

Project No. 03-022-151-314

DECISION II

Peter Gold
Media Consultant

John Stroebel
Administrator of Student Services

Ronald H. Anderson
District Director

April 1975

SOUTHWEST WISCONSIN VOCATIONAL-TECHNICAL INSTITUTE
Fennimore, Wisconsin

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(VT-102-171)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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ACKNOWLEDGEMENTS

We wish to thank and acknowledge the many educators and students who have assisted and participated in this project and have contributed greatly to the successful completion.

Specific individuals at the Institute include John Stroebel, Administrator of Student Services, Richard Duffy, Administrator of Instructional Services, Joel Orgill, Media Specialist, Donald Marcouiller, Division Chairman of Business and Marketing, Chet Nowak, Division Chairman of T & I, Wayne Raymond, Division Chairman of Agriculture and institute instructors.

We wish also to thank Mr. Roland Krogstad, Vocational Education Consultant, Research and Mr. Lorran Celley, Vocational Education Consultant, Student Services with the Wisconsin Board of Vocational, Technical and Adult Education, for their financial support in federal funds and for other valuable assistance.

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SUMMARY

Project Decision II was conceived and designed to assist high school students to make a career decision. To accomplish this the Southwest Wisconsin Vocational-Technical Institute developed techniques and materials for use in career libraries which were established throughout southwest Wisconsin. This program includes agriculture careers which heretofore haven't been included in existing career programs. The materials developed have special emphasis on agriculture careers for rural Wisconsin residents.

The materials developed enable the students to view, listen and analyze relevant and important data concerning career training and opportunities within the Southwest Wisconsin Vocational, Technical and Adult Education District. The audio-visual tutorial approach utilized by this project is an extremely flexible system which allows for effective and efficient periodic updating and growth as the need becomes evident. At the present time over 40 high school systems are utilizing the project materials on a daily basis.

CHAPTER I

BACKGROUND FOR THE PROJECT

Since Sidney Marlin rekindled the first of "Career Education," many problems connected with this awesome task have become crystal clear in the minds of educators throughout the country. The Waukesha County Technical Institute's "Project Decision" from which "Decision II" is a spin-off, clearly indicated in the body of its proposal, the important need for innovative methods of tuning in students and turning them on to career information.

Southwest Wisconsin Vocational-Technical Institute is committed to provide opportunities to prepare people in and around the district for gainful employment. Because southwest Wisconsin is agrarian in nature, the need for Ag-oriented career information is greater than other areas in Wisconsin. Southwest Wisconsin Vocational-Technical Institute offers a great variety of Agriculture related programs and, therefore, greatly lends itself to the development of agriculture career information.

High schools within the five-county district of southwest Wisconsin are generally small and have marginal finance. Budget cutting holds prevalent in these high schools and makes it difficult for the guidance counselors to develop adequate career information centers. Each year it becomes more difficult to reach students with up-to-date information about agriculture careers and, therefore, much talent is being lost through the more traditional career approaches.

A student of career education is often not afforded the opportunity to analyze and compare careers and career training opportunities. In order to make a career decision, a student must have alternatives from which to choose. He must also have information and data about various careers regarding such things as:

employment opportunity
career challenge
self-evaluation
career satisfaction and self fulfillment
career responsibility
egoistic needs and motivation
opportunities for career advancement
compensation
need for initial and continuing education
additional sources for career information and training

Each student should somehow gain actual exposure to the characteristic nature and environment of the training and those careers he is considering. Because this exposure is virtually impossible a suitable alternative experience is needed to be readily available to high schools in the interim.

The problem has come to the awareness of the Student Services Staff through interaction with area high school counselors. In southwest Wisconsin several of the high schools do not have a full-time guidance counselor who may devote his time to guidance activities. Therefore, these counselors and other individuals have expressed a desire for realistic occupational and informational data to use in career guidance.

CHAPTER II

PROJECT OBJECTIVES

The purposes of this project were twofold.

1. To adapt the audio visual-tutorial approach of similar programs developed by the Waukesha County Technical Institute in its "Project Decision" to related programs offered by the Southwest Wisconsin Vocational-Technical Institute.
2. To design and develop occupational information related to programs offered by Southwest Wisconsin Vocational-Technical Institute and other WVTAE institutions heretofore, with special emphasis on agriculture careers.

The methods center upon an audio visual-tutorial system that is flexible, readily available, and utilized by individuals or in groups. The specific objectives for accomplishing this end were:

1. To provide the opportunity for high school students to analyze specific career programs offered in the Wisconsin Vocational-Technical and Adult Education system in order that they may make better career decisions.
2. To offer a career library to each area high school containing readily available information that will enable the student to become aware of the various careers and career clusters for which education and training is available at the WVTAE institutions.
3. To make available to high school students current information and data on job opportunities, job responsibilities, job advancement potential and compensation within the identified careers of the library.
4. To efficiently and effectively provide to high school students self-evaluation criteria and program information as to how one qualifies for employment in given careers.

5. To identify for high school students what kind of education and training opportunities exist and where they may be obtained.
6. To identify for school students sources of additional information regarding the specific careers and career clusters.
7. To accomplish the above named objectives utilizing the method which is convenient for high school students, easy to edit and up-date, and usable by individuals and/or groups.
8. To determine the feasibility of using the audio visual-tutorial approach developed in this project as a model for other Wisconsin Vocational, Technical and Adult Education districts in Wisconsin.

Definitions, Assumptions, Hypothesis and Theoretical Framework:

It was assumed that career information materials such as films and audio-tutorial equipment will be useful in southwest Wisconsin for career information. It was also assumed the media software generated will also be utilized within the state of Wisconsin by other high school and vocational, technical districts. It was further assumed that students who are exposed to this career information, will have greater knowledge of occupational possibilities thus providing students with realistic information to make career decisions.

CHAPTER III

METHODOLOGY

The project began during April, 1973 with preliminary planning involving area high schools. A counselor from the Student Services Division of Southwest Tech visited each high school within southwest Wisconsin to determine interest in the proposed project. Following this early activity a federal project was written to obtain finances for the project.

During July, 1973 Peter Gold was hired to be the principal developer of project materials to work with Joel Orgill, Media Specialist, under the supervision of John Stroebel, Administrator of Student Services. An informal method was decided upon early with the filmstrips to consist of student and staff comments instead of the typical one person as narrator. All staff were interviewed in the 12 designated program areas to obtain faculty involvement. Numerous students and graduates were interviewed also which added realism to the audio portion of the career kits. This student input with the "tell it like it is" method was received by counselors and students in area high schools with enthusiasm. The project resulted in development of 18 career kits which include 17 program areas.

The interviews were conducted by Peter Gold utilizing a small high quality cassette tape recorder. The vocies were then rerecorded at 15 inches per second on reel to reel tape and then carefully edited to form the sound track narration. A 50 hertz beep was installed to activate the filmstrip projector. A master cassette tape was then produced from the reel to reel edits and mass production of tapes was performed on a commercial cassette copier.

Mr. Gold, as the professional photographer, took the 35 mm slides originals for each of the career kits. He along with the Media Specialist made up the art

work which resulted in the finished project. Because of the tremendous cost of revised filmstrip processing utilized in Decision I, a direct process supplier was utilized for final processing. The resultant filmstrips were of a very high quality at a modest cost.

The following are the resultant career packages:

1. General information about Southwest Tech
2. Parts & Sales Careers
3. Municipal Engineering Careers
4. Agri-Business Careers
5. Food Service Careers
6. Sales & Marketing Careers
7. Secretarial Careers
8. Accounting Careers
9. Mechanics - Recreational/Sport Vehicles
10. Mechanics - Auto
11. Mechanics - Agri
12. Mechanics - Auto Body
13. Agri-Equipment & Agri-Building Service Careers
14. Drafting Careers
15. Welding Careers
16. Meat Processing Careers
17. Health & Home Economics Careers
18. Interior Decoration Careers

CHAPTER IV

RESULTS

The career kits in summary are a unique series of sound filmstrips created to provide current and accurate views of program offerings, career alternatives and training opportunities offered at technical institutes. They are not a canned presentation. They are actual interviews with students, teachers, and employed graduates which are general in design to allow the career kits to be used in other vocational, technical districts.

Each sound filmstrip in the series contains a cassette format sound track equipped with an inaudible advance signal that may be used with numerous filmstrip projectors such as Dukane, Standard, Hitachi, Viewlex and others. Each sound filmstrip may be used individually to provide information about a specific career or the entire series may be used to allow the viewer to choose what might suit his or her interests best. The kits were also designed for the individual viewer in a private learning situation or by small and even large groups.

All high school districts in southwest Wisconsin were contacted with approximately 31 districts agreeing to utilize the career kits in their counseling programs. Most districts had existing equipment, however, the following high schools purchased sound filmstrip projectors through their own finances to allow their participation in the project: Belmont, Benton, Blackhawk, Boscobel, Cassville, Ithaca, Lancaster, Mineral Point, Platteville, Prairie du Chien, Potosi, Richland Center, and Riverdale. The materials have been very well received by students according to statements made by high school counselors, librarians, media specialists and other secondary level staff. An example of this is found in Appendix B which is one of several letters received from area high school.

Appendix A

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Fennimore

Community Schools

FENNIMORE, WISCONSIN 53809

● Gary A. Banker
High School Principal
510 — 7th Street

● Rodney L. Shaw
Elementary Principal
830 Madison Street

January 10, 1975

Mr. Jack Stroebel
Student Services
Southwest Wisconsin Vocational-Technical Institute
Bronson Boulevard
Fennimore, Wisconsin 53809

Dear Jack:

I want to express our satisfaction with the Decision II Career Kit obtained from you. The quality of the tapes and filmstrips are exceptional. Everything has worked out very well after our initial problems with the projector.

We use the Career Kit as one of the resources for our 8th Grade Occupational Unit and we have introduced it to high school students as a library resource. The unit has been used extensively to date and student reaction has been very favorable. They seem to relate to your use of commentary by students and teachers on the tapes as opposed to regular monologue.

The University of Wisconsin-Platteville has also developed materials which we can use with the projector-tape player. We have their materials available so the unit serves us well. We hope to add materials from other schools as they are made available.

I know you were instrumental in the local development of this venture and I want you to be aware of the favorable outcome.

Sincerely,

Darrell D. Smith

Darrell D. Smith
School Counselor

Kickapoo High School

Viola, Wisconsin 54664

January 20, 1975

Mr. John Stroebel
Director Student Services
Southwest Wisconsin Technical Institute
Bronson Boulevard
Fennimore, Wisconsin 53809

Dear Jack:

We have been using the Decision II Career materials for some time now. The sound filmstrips and Singer Audio study mate are holding up well under substantial student use. Initially, I introduced the program to our entire Junior and Senior High schools, with the idea that students could use the equipment in the guidance office during their study halls on a small group or individualized basis. This usage has now spread to classrooms, where teachers are supplementing career study units with materials provided.

I would venture to say that better than 60 % of our entire student body in grades 7 through 12 have had an opportunity to view the materials individually as of this time. Their response has been enthusiastic, as they can more clearly visualize Vocational-Technical training and where they could fit in to training areas.

Furthermore, the type of presentation made by the filmstrips, is readily accepted as being real and relevant. Teachers here are agreeing that many difficult-to-reach students are able to see the need for High School preparation to be ready for later technical education.

At the present time, I am using the program with our upcoming seniors to prepare them for our tour of Southwest Tech. As a school counselor, I can only hope that you will continue to aid me in my career counseling efforts with such high quality counseling tools.

Sincerely,

David Lake

David G. Lake

DGL:eg

North Crawford Schools

P. O. Box 68

GAYS MILLS, WISCONSIN 54631

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April 16, 1975

Southwest Wisconsin Voc-Tech
Attn: Mr. Stroebel
Fennimore,
Wisconsin 53809

Dear Mr. Stroebel:

I am writing this letter as a valuation for the fine set of film strips your school so graciously sent us. It is by far the best way I have found to show a student what is offered at your school. It gives the student an insight of what to expect when they choose their future work. The student and the teacher use it on the average of two to three times daily, so you see it is of grat value to my vocational counseling. I have made the recommendation to college representatives that they also make a set for their school.

Again, thanks for the film strips.

Sincerely,

Robert D. Martin

Robert D. Martin, Guidance
North Crawford High School

RDM/je

Prairie du Chien Public Schools

PRAIRIE DU CHIEN, WIS. 53821

April 16, 1975

Mr. John C. Stroebel
Student Services
Southwestern Wisconsin Technical Institute
Fennimore, Wisconsin

Dear John:

In evaluation of the Decision II Career Kit furnished us by your institution, I can heartily endorse the project. Students who have used these filmstrips and cassettes are impressed by the good coverage of the various programs offered. I'll have to admit we haven't made a routine procedure in showing to classes or groups, just on an individual basis. We could make more and better use of it if given time to develop such a program.

Incidentally the audio part of the projector has been giving us some trouble. In fact, we have to use the ear phones now as the sound is barely audible. Have you had any other complaints as this on the projector?

John, I particularly like the impromptu and naturalness of the settings, the student's reactions and the fact that some of our former students are participating in this project. Many of our students are delighted in seeing their friends on the screen and hearing them speak.

In the final evaluation I can say we are very pleased with the program and sincerely hope there may be supplements to add as new and improved programs are developed.

Thanking you for this service, I remain

Sincerely,

Harold

Harold J. Rasmussen
Counselor

HJR:dw

Seneca District Schools

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ELEMENTARY SUPERVISOR

April 16, 1975

Mr. John Stroebel
Student Services Administrator
Southwest Wisconsin Vocational-Technical Institute
Bronson Boulevard
Fennimore, WI 53809

Dear Jack:

Today I was reviewing your sound filmstrip programs which we have been using in a vocational unit for Junior High students. As I watched your superior program on meat cutting and all around butcher I realized how much we take the programs for granted and what a difference they have made in our guidance program.

In the beginning of the year we used the programs in our senior Social Problems class as a support material for their career unit. Seeing these programs helped our students make important vocational decisions, which in some cases may alter their future, changing their whole adult life. I feel certain that having these programs available will inspire many more students to reach for higher education. Not just at Southwest Technical Institute, but at all the technical schools in the state system.

Your programs have done more than help the students gain a greater awareness of the world of work. They have also helped students gain a greater individualness because they allow students the opportunity to explore careers on their own with the aid of a sound filmstrip projector. This means that the student may select programs of their choosing and hear and see the kind of programs you offer before they visit the school and before they finish career planning with the guidance counselor.

We in Seneca are looking forward to the new programs that you may produce in the future as your program changes.

With best regards,

Larry E. Stephenson

Larry E. Stephenson
Guidance Counselor

LS:ms

WAHLERT HIGH SCHOOL
DUBUQUE, IOWA 52001

Phone: 583-9771

March 21, 1975

Mr. John C. Strocbel
Student Services Administrator
Southwest Wisconsin
Vocational-Technical Institute
Fennimore, Wisconsin 53809

Dear John:

Thank you very much for the Career Kit of 18 sound filmstrips, they are excellent filmstrips. We appreciate your thoughtfulness in sharing them with us.

If you recall we were unable to purchase the machine you offered us in the fall. We are now in a position to purchase a machine to use in our Guidance Office. Is it possible for you to quote prices on a suitable machine? If not, could you advise us where to purchase a machine at a fair price.

Again, thank you for the filmstrips and for any information regarding the purchase of a suitable machine.

Sincerely,

Sister Bernadine Curoe

Sister Bernadine Curoe

SBC/jk

APPENDIX C

Vocational Education
PROJECT EVALUATION REPORT
VE-VE-5 (Rev. (10/71)

Project Number 03-022-151-314

Completion Date June 30, 1974

Project Title Decision II

1. Describe the major accomplishments of this project:

Materials were developed for use in career libraries established throughout Southwest Wisconsin.

2. Number of students enrolled not applicable Number F.T. _____ Number P.T. _____

a) Is the target population being served? yes (area high schools)

b) How many have completed this project? not applicable

c) What were the reasons for those dropping out? not applicable

3. Cite behavior changes: It is anticipated that the resource materials will allow for more realistic career decisions by participating students.

4. Describe or attach results of evaluation and follow-up procedures as outlined in the project:

The completed project materials will be forwarded to the State Board by a separate mailing.

5. What community involvement was evident? The participating high schools (approximately 30) are evidence of community involvement.

	Answer Yes	No	Not Applicable
6. Is there an appropriate advisory committee?	X		
7. Did the project contribute to meeting the purpose of the appropriate part of the act?	X		
8. Did the project contribute adequately to meeting the needs as identified in the project?		X	
9. Was the staff adequate to meet the needs?	X		
10. Was the administration and supervision adequate?	X		
11. Was the curriculum adequate to meet the needs of the people involved?			X
12. Were library and learning resources adequately provided?	X		
13. Were counseling, coaching and other student services adequately provided?	X		
14. Were adequate facilities and utilities provided?	X		
15. Will the project be incorporated into the ongoing programs?	X		

Additional Comments: Due to a funding cut, the budget did not allow for duplication of the previously prepared Waukesha project materials.

District Evaluator John P. Foley Date: 7/29/74 State Evaluator _____ Date: _____

Wisconsin Board of Vocational, Technical and Adult Education Project Chairman _____ Date: _____
Madison, Wisconsin 53703

River Dale

QUESTIONNAIRE

Please circle responses.

1. Are you and your school interested in participating in the Decision II career program?

   A. Very Much B. Some C. Little

2. Will you be able to make space available in the library or career information center for this material so that it is readily available to students?

   A. Library B. Career Center C. Counselor's office

   D. No space available

3. Would you and other interested parties in your school be interested in participating in an afternoon "first showing" of a sample program sometime in mid-February? (Circle most correct response.)

   A. I will be there B. I will be there with interested personnel

   C. We don't feel we can participate

4. Will your school budget be able to handle a possible $60 to $80 charge for a $150 film strip cassette projection unit? (The reason for the wide variance in cost estimation id dependent upon the amount of response indicating interest in obtaining projectors through this project.)

   A. We will definitely budget for this item and participate

   B. We will take this under consideration and inform you as soon as possible

   C. We do not have the money; therefore, cannot participate

   D. We do not desire to participate in purchase of the unit only, but we do have a cassette film strip projector unit for students

COMMENTS:

***

Target date for completion of this program is July 1, 1974. Hopefully we will have the programs in your hands by next September. Your prompt indication of interest will be appreciated so that we may better plan and expedite the program. Use the accompanying addressed, stamped envelope to return your reply.

Thank you.
John C. Stroebel